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	DAC
Name of Event:	Amount Requested: \$

CRITERIA FOR SCORING SUMMARY SHEET

(The total scores will be tabulated and applications not scoring 17 points or above by the majority of the sitting members, will not be considered for funding.)

Destination Event: For the purposes of this solicitation, a Destination Event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county tourists into the Keys, as well

as ente	rtain visitors and brand the dest	ination.		
respons Turnke contrac	ey Event: A Turnkey ever sibility for every facet of the procy event will be made only after of thas been completed. If an event Contractor has out-of-pocket	completion of the event and pro ent is delayed or canceled for a	ement of the event. Payment pof that the scope of services a any reason, no payment shall lead to the services.	t under a contract for a as described within the
This a	pplicant has applied as	a <u>Turnkey Event</u>		
	this box if you believe to will be taken during the DAC			
This a	pplicant has applied as	Destination Event		2225
Scori	ng will be considered usi	ng a scale, with 1 being	the lowest.	SCORE
consider Market consider those points to proscorin	ninimum points threshold releved very good to exceuting Plan & Financial (deration regardless of the categories will need to tho threshold and be considered and be considered as a second responsive that are poor in Financial Commitment" a	llent in their "Purpose, in Commitment" and "Action "Timing of Event". Even ughtfully utilize "Timing of red. In other words, timing mid-week days will be a their "Purpose, Itinerary	Itinerary & Room Nightson Plan" should meet nts that are considered sevent" points in order to g events to be held in slop important for achieving & Room Nights", "Sound	s", "Soundness of the minimum for somewhat good in meet the minimum wer months and/or sufficient minimum dness of Marketing
Α.	PRIMARY PURPOSE OF	EVENT; ITINERARY; RO	OOM NIGHTS	
	(DAC member shall sco	re on the combination o	f Exhibits A-1; A-2, and	A-3 – page)
				<u>1-10</u>
B.	TIMING OF EVENT	IBIT <mark>B -</mark> page inserte	ed by TDC Staff)	<u> </u>
C.	SOUNDNESS OF PLANTO THE MARKETING OF			TION 1-10
D.	ACTION PLAN (EXHIBIT	D – page 36/37)		<u> </u>
If this	is a new event TDC staff	will insert 2 additional	points	2
		TOTAL SCORE		
	oplicant has requested fun d be funded:	ding of level: Level 5: \$5	0,000. At which level do	you believe they
Le	evel 1: \$10,000	Level 2: \$17,000	Level 3: \$25,000	
Le	evel 4: \$35,000	Level 5: \$50,000	Level 6: \$75,000	
T	urnkey Funding Level Ro	equest Only		
Le	evel 7: \$75,000	Level 8: \$100,000	Level 8: \$120,00	0

Print Name:

		DAG
Name of Event:	Amount Requested:	\$

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This applicant has applied as a Turnkey Event	_	
Check this box if you believe this event is a Destination event instead of a Turnke (A vote will be taken during the DAC meeting to determine whether to score this event as a Turnke event)	-	ation
This applicant has applied as a <u>Destination Event</u>	CCODE	
Scoring will be considered using a scale, with 1 being the lowest.	SCORE	
The minimum points threshold required to be considered, 17, has been set such that considered very good to excellent in their "Purpose, Itinerary & Room Nights", Marketing Plan & Financial Commitment" and "Action Plan" should meet the consideration regardless of the "Timing of Event". Events that are considered some those categories will need to thoughtfully utilize "Timing of Event" points in order to menoints threshold and be considered. In other words, timing events to be held in slower to produce room night stays during mid-week days will be important for achieving suff scoring. Events that are poor in their "Purpose, Itinerary & Room Nights", "Soundness Plan & Financial Commitment" and "Action Plan" will not meet the minimum to be consumed. A. PRIMARY PURPOSE OF EVENT; ITINERARY; ROOM NIGHTS	"Soundnes minimum newhat goo et the minir months ar ficient minir ss of Marke idered.	s of for od in mum nd/or mum eting
(DAC member shall seem on the combination of Exhibits A-1; A-2, and A-3	3 – page)
		<u>1-10</u>
B. TIMING OF EVENT (EXHIBIT B - page inserted by TDC Staff)		<u>2-7</u>
C. SOUNDNESS OF PLAN AND FINANCIAL COMMITMENT OF ORGANIZATIO TO THE MARKETING OF EVENT (EXHIBIT C - page 34/35)		<u>1-10</u>
D. ACTION PLAN (EXHIBIT D – page 36/37)		<u>1-4</u>
TOTAL SCORE		

Print Name: _____

Date: _____

Name of Event: Amount Requested: \$	
Name of Event.	
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Scoring will be considered using a scale, with 1 being the lowest.	CORE
The minimum points threshold required to be considered, 17, has been set such that ever considered very good to excellent in their "Purpose, Itinerary & Room Nights", "Sou Marketing Plan & Financial Commitment" and "Action Plan" should meet the min consideration regardless of the "Timing of Event". Events that are considered somewhathose categories will need to thoughtfully utilize "Timing of Event" points in order to meet the points threshold and be considered. In other words, timing events to be held in slower mor to produce room night stays during mid-week days will be important for achieving sufficient scoring. Events that are poor in their "Purpose, Itinerary & Room Nights", "Soundness of Plan & Financial Commitment" and "Action Plan" will not meet the minimum to be considered.	ndness of nimum for at good in e minimum nths and/or t minimum Marketing
A. PRIMARY PURPOSE OF EVENT; ITINERARY; ROOM NIGHTS (DAC member shall score on the communation of Exhibits A-1; A-2, and A-3 – page 1.5.	age) 1-10
B. TIMING OF EVENT (EXHIBIT 3 - page - inserted by TDC Staff)	<u>2-7</u>
C. SOUNDNESS OF PLAN AND FINANCIAL COMMITMENT OF ORGANIZATION TO THE MARKETING OF EVENT (EXHIBIT C – page 34/35)	<u>1-10</u>
D. ACTION PLAN (EXHIBITED - page 36/37)	<u>1-4</u>
TOTAL SCORE	

Print Name:

Sign:

		DACI
Name of Event:	Amount Requested: \$	

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This a	applicant has applied as a <u>Turnkey Event</u>		
	this box if you believe this event is a Destination event instead of a Turnkey will be taken during the DAC meeting to determine whether to score this event as a Turnkey of		ination
This a	applicant has applied as a <u>Destination Event</u>		
Scorie	ng will be considered using a scale, with 1 being the lowest.	SCORE	
The m consid Marke consid those points to pro- scorin	ninimum points threshold required to be considered, 17, has been set such that explered very good to excellent in their "Purpose, Itinerary & Room Nights", "Sting Plan & Financial Commitment" and "Action Plan" should meet the deration regardless of the "Timing of Event". Events that are considered some categories will need to thoughtfully utilize "Timing of Event" points in order to meet threshold and be considered. In other words, timing events to be held in slower noduce room night stays during mid-week days will be important for achieving sufficing. Events that are poor in their "Purpose, Itinerary & Room Nights", "Soundness & Financial Commitment" and "Action Plan" will not meet the minimum to be considered. PRIMARY PURPOSE OF EVENT; ITINERARY; ROOM NIGHTS (DAC member shall seare on the combination of Exhibits A-1; A-2, and A-3 -	Soundne minimur what go the min nonths a ient min of Markered.	ss of n for ood in imum and/or imum keting
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B.	TIMING OF EVENT (EXHIBIT B - page inserted by TDC Staff)		<u>2-7</u>
C.	SOUNDNESS OF PLAN AND FINANCIAL COMMITMENT OF ORGANIZATION TO THE MARKETING OF EVENT (EXHIBIT C - page 34/35)		<u>1-10</u>
D.	ACTION PLAN (EXHIBIT D – page 36/37)		<u>1-4</u>
	TOTAL SCORE		

Print Name:

Sign:

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B. TIMING OF EVENT (EXHIBIT B - page inserted by TDC Staff)	<u>2-7</u>
C. SOUNDNESS OF PLAN AND FINANCIAL COMMITMENT OF ORGANIZATION TO THE MARKETING OF EVENT (EXHIBIT C - page 34/35)	<u>1-10</u>
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TOTAL SCORE	

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